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MULTIMEDIA UNIVERSITY ®

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2018 / 2019**

## PBU0044 / PBU0045 – INTRODUCTION TO BUSINESS /INTRODUCTION TO BUSINESS MANAGEMENT

(All Sections)

1 MARCH 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **TWO (2) pages** excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

## QUESTION 1 [20 Marks]

a. List and explain the **THREE (3)** types of economic system. (6 marks)

b. Explain the below in terms of economy: (6 marks)

i. Inflation
ii. Recession
iii. Depression

c. List and explain any **FOUR (4)** stakeholders an organization would be responsible for. (8 marks)

## QUESTION 2 [20 Marks]

a. List and explain **FOUR (4)** elements of marketing mix. (8 marks)

b. List and explain the **THREE (3)** available options to price existing products. (6 marks)

c. Briefly explain the meaning of consumer behavior and state the factors that influence consumer behavior. (6 marks)

## QUESTION 3 [20 Marks]

a. Jaspel has deposited RM600,000 in XIMB bank since 2010. However, in 2018 he realises that his cash in the bank account has been deducted by a third party from New Zealand. Now Jaspel is worried whether his money can be withdrawn safely from his bank account, or whether can he claim insurance for his losses. Suggest the financial institution that he can seek help from and the role of the institution towards the banking industry. (7 marks)

b. List **FOUR (4)** types of financial institutions. (4 marks)

c. List and explain the **TWO (2)** international financial bodies. (4 marks)

d. Explain the meaning of the below elements of stock exchange:

i. Stock
ii. Common stock
iii. Market value
iv. Dividends
v. Stock exchange (5 marks)

**Continued...**

## QUESTION 4 [20 MARKS]

a. Illustrate and explain the process involved in strategy formulation. (12 marks)

b. State the **THREE (3)** types of trainings that companies can offer to develop their workforce/employees. (3 marks)

c. Briefly explain the difference between transformational leadership and transactional leadership. (5 marks)

## QUESTION 5 [20 MARKS]

a. Explain the following dimensions of Emotional Quotient. (10 marks)

i. Self-awareness
ii. Managing emotions
iii. Motivating oneself
iv. Empathy
v. Social skills

b. Explain the difference between Job Enrichment and Job Redesign. (4 marks)

c. Describe the **THREE (3)** methods that can be applied by managers in redesigning the jobs for the employees. (6 marks)

**End of Paper**